

Communications and Marketing Activities Report	Tab 14
<p>Background: TCDD Communications Director Joshua Ryf will provide an update on communications and marketing activities for the previous quarter. Data and details of these activities are included in the enclosed report.</p>	
<p>Council — Agenda Item 9 Expected Action: The Council will discuss the report and may provide further guidance to staff.</p>	

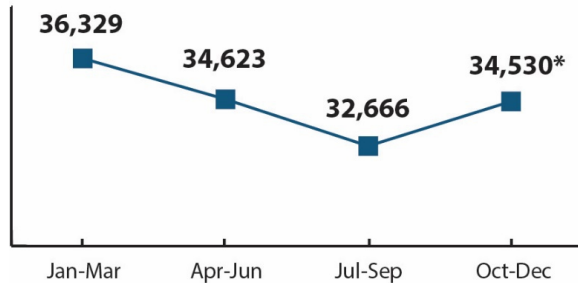
Communications and Marketing Activities Report

February 2017

Website



Website Visits



Top 20 Webpages Visited

Pages highlighted in **bold** feature original TCDD content designed to educate the public.

Webpage	Number of Visits
Total webpage visits for quarter	34,530*
People First Language	2,054
Home Page	1,972
Workplace Bullying: Know Your Rights	1,746
Updated Texas Service Dog Law 14 Facts for 2014	1,461
Texas Legislature	988
Supported Decision-Making	579
Funding Available	552
What is a Developmental Disability?	361
Guardianship Alternatives	333
Documents Needed to Vote	328
Update: Autism Services in Texas	284
RFP: Youth Leadership Development Projects	258
Legislative Advocacy Tips	220
Current Grant Projects	195
Staff Directory	177
About Us	175
Grants	174
Publications and Multimedia	174
News and Information	166
Jobs	153

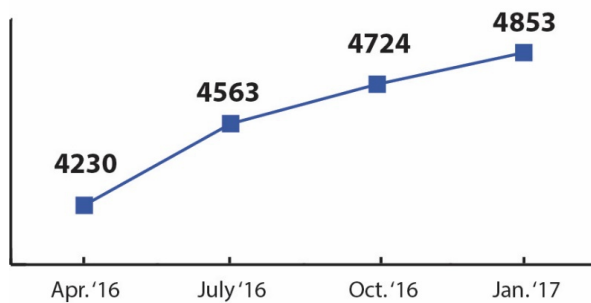
PDF Downloads from Website

PDFs highlighted in **bold** are print versions of TCDD blog posts and webpages.

Publication/Blog Post	Number of Downloads
Total PDF downloads for quarter	616
People First Language	144
Supported Decision-Making Agreement	135
Higher Education Resource Guide for Students with Disabilities - English	48
Workplace Bullying: Know Your Rights Blog Post	20
STAR Kids Checklist: What You Need to Be Doing Now! — English	17
Grants Manual	15
2014 Texas Biennial Disability Report	15
The Next Step: Discussion Guide	9
Higher Education Resource Guide for Students with Disabilities —Spanish	9
TCDD Organization Chart	9
TCDD Brochure	8
Impact TCDD 2014 Annual Report	8
How a Bill Becomes a Law in Texas Infographic	8
Texas STAR Kids Flyer — English	7
TCDD FY 2017–2021 State Plan Goals and Objectives	6
November 2016 Meeting Binder	6
2017 Public Policy Priorities	5
Restraint and Seclusion in Texas Schools Resource from "Texas and the Federal Keeping All Students Safe Act" Blog Post	4
Education Position Statement (February 2015 approved version)	4
August 2016 Meeting Binder	4

*Total website visits based on projections due to incomplete analytics

Facebook



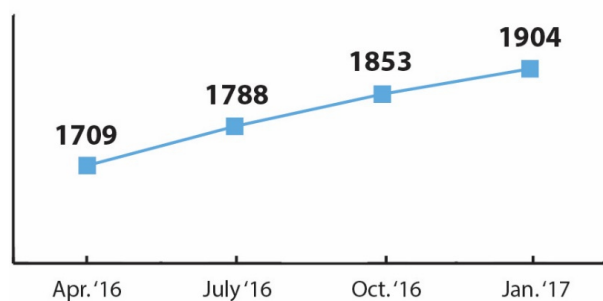
Top Facebook Posts

Post Message	Total Reach
House Speaker Joe Straus vows to reverse cuts to therapy services for kids with disabilities	4,645
Any parents in Houston and Dallas turn out at forums, demanding end to Texas' special education cap	4,434
BREAKING: House Speaker Joe Straus calls for immediate overhaul of how the Texas Education Agency identifies students who need special education services.	4,180
REPORT: Texas Medicaid Program Ranks 50TH	3,450
U.S. officials warn of further disability provider closures in Texas	3,023
Angry parents, advocates call for probe into Texas' special ed cap	3,006
Unable to get special education services in Texas, one family moved to Pennsylvania	2,719
Target Offers Quiet Shopping Hours for People with Autism During The Holidays	2,711
Denied: Houston schools block kids with disabilities from receiving special education services	2,441
BREAKING: Texas to cut therapy rates for children with disabilities	2,255
Facing pressure to cut special education, Texas schools shut out English Language Learners	2,141
Students with disabilities – Parents need to think twice before seeking guardianship when the student turns 18	2,068
Therapy Cuts for Young Children with Disabilities Set to Go into Effect Today	1,661
ICYMI: TEA Seeks Your Input	1,533
TEA tells schools they must serve kids with disabilities	1,499

Reach: the number of unique people who received impressions of a Page post

Twitter

Twitter Followers



Top Tweets

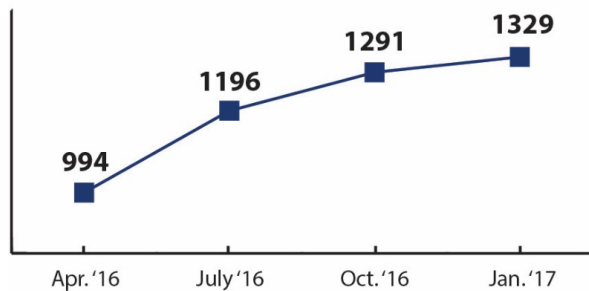
Tweet	Total Impressions
October is National Disability Employment Awareness Month. Check out ODEP's Resource Toolbox: https://t.co/TTNQ5lyd15 #InclusionWorks #NDEAM https://t.co/GN3XnqEXYX	7,973
Panel discussion about #employment for people with #disabilities in #Texas following screening of #BottomDollars. Via @DisRightsTx @TCDS_UT https://t.co/1AFXgg3hsT	1,170
Screening now. Panel discussion afterwards. Event co-hosted by @DisRightsTx and @TCDS_UT. Film produced by @rootedinrights. https://t.co/V7zVZPp8wM	1,144
@CSGovts and @NCSLorg organized the Nat'l Task Force on Workforce Development for People w/Disabilities, which developed this report #CSG2016 https://t.co/d1pd6RX3MZ	1,093
#Texas premiere of Bottom Dollars is about to begin. Hosted by @disrightstx and @tcds_ut. https://t.co/9NDIzHofqT	994
BREAKING: STAR Kids Advisory Committee approves motion to recommend @TexasHHSC delay implementation of STAR Kids for 1 year #Medicaid #Texas	963
TCDD Council and staff members with Lex Frieden (center) at the 2016 Lex Frieden #Employment Awards in #Houston. https://t.co/Gou4kiJBhk	884
#Advocacy opportunity: House Public #Education Committee hearing (9 a.m., Oct. 17). More: https://t.co/QxdJjCwY3h #disability #Texas #txlege	881
2015 legislative budget decisions lead to the loss of access to Early Childhood Intervention services for some East Texans. #ECI #txlege https://t.co/dOy4wRDa9w	816
@theheartprogram and @BlueLance developed an iPad app to help people with IDD record vending machine inventories: https://t.co/itofUpuytH https://t.co/ID6CEAKWVm	792
Thursday in #Austin: comment on access to special education services. Info: https://t.co/HgwViz3YRD Hosted by @usedgov and @teainfo https://t.co/nf6e40LQsX	724

Impressions: the number of times a tweet has been seen

Email



Email Subscribers



Email Messages

The following emails were sent to eNews subscribers.

Email Subject	Opens	Clicks
RFP: Youth Leadership Development Projects	36.88%	10.63%
Upcoming Advocacy Opportunities (Oct. 21)	28.27%	3.57%
TEA Listening Sessions	26.63%	2.46%
Upcoming Advocacy Opportunities (Dec. 28)	26.38%	4.25%
TxDOT Workshops	26.17%	2.31%
November 2016 Council Meeting	26.07%	1.75%
NDI Survey	25.30%	4.38%
Events Next Week (Nov. 29)	24.45%	4.15%
Job Posting: Grants Manager	23.78%	0.78%
Present at NACDD Annual Conference	20.90%	2.10%
TxDOT Workshops (January Edition)	20.51%	2.02%

I&R Requests and Distribution

Information and Referral (I&R) Requests: Staff responded to 49 requests for information and referral.

Printed Materials Distributed

- People First Language Handout: 35
- Higher Education Guide in English: 202
- Higher Education Guide in Spanish: 25
- Impact: TCDD 2014 Annual Report in English: 3
- Next Step DVD: 50
- Next Step DVD Booklet: 5
- 2014 Biennial Disability Report: 2

TCDD Connections

TCDD in El Paso

In late November, TCDD staff traveled to El Paso to connect with people with disabilities and family members in that area of the state. TCDD had an exhibit table at Volar Center for Independent Living's (CIL) 2016 Our Lives Disabilities Conference & Service Providers Expo. During the event, staff connected with 25 conference participants and identified one potential Council member.



Also while in El Paso, TCDD staff held two focus groups to get feedback from youth and adults with disabilities regarding their expectations about employment and meaningful day activities. The first focus group was held at Montwood High School and included 17 high school students from Socorro ISD (pictured below) who participate in a Community Access Program. Almost all of the students expressed a desire to go to college, get a job, and live independently. The second focus group was held at Volar CIL and seven adults with disabilities participated. Members of this focus group cited a shortage of reliable personal care workers and a lack of adequate transportation options as barriers to employment and meaningful day activities.

TCDD at Disability-Related Events

To raise awareness about TCDD and the opportunities we provide for people and organizations to get involved with TCDD, we occasionally participate in disability-related events in Texas.

Fiscal Year 2017

Event	Location	Received TCDD Info	Email Subscribers	Potential Council Members
ATCIC Managers	Austin	13	13	0
Volar CIL Our Lives Disability Conference	El Paso	25	14	1
Socorro ISD Focus Group	El Paso	17	0	0
Volar CIL Focus Group	El Paso	7	0	0
no data	Totals	62	27	1

Fiscal Year 2016

Event	Location	Received TCDD Info	Email Subscribers	Potential Council Members
Central Texas African American Family Support Conference	Austin	50	22	2
Family to Family Network's 11th Annual Special Education & Transition Conference & Resource Fair	Houston	40	17	8
Texas State Independent Living Council Conference	San Antonio	35	17	2
Bluebonnet Trails Community Services – Service Coordinators Meeting	Round Rock	30	25	0
The H.E.A.R.T. Program Open House	Houston	30	2	0
Harris Center Picnic in the Park	Houston	75	38	3
4th Annual LoneStar LEND Conference	Houston	40	24	0
12th Annual TxP2P Conference	San Marcos	150	98	9
Call with DSHS Contractors	Statewide	50	0	0
IDD Sock Hop	Georgetown	10	0	1
Texas Advocates Conference	San Marcos	50	18	0
HHS Cross-Systems Summit	San Marcos	40	14	1
PACSTX Conference	Galveston	40	20	0
PRN Resource Fair	Lubbock	30	11	6
no data	Totals	670	306	32

Upcoming events

- February 8-9 – Central Texas African American Family Support Conference (Austin)*
- February 12-14 – Inclusion Works! Conference (Houston)
- February 22-24 – Texas Transition Conference (Houston)
- March 1-2 – Transportation Works Summit (Austin)*

TCDD will have a presence at events marked with an asterisk (*).

Blog Posts



Get Ready for the 85th Texas Legislative Session

The 85th Session of the Texas Legislature begins on Tuesday, January 10, 2017, with adjournment set for Monday, May 29. Get key dates and learn about the steps you can take to get involved in the legislative process.



Technology with HEART

By developing an iPad app that helps record vending machine inventories, The HEART Program in Houston is one tap closer to helping adults with IDD achieve their employment potential.



Comment on Access to Special Education Services at a Listening Session

The U.S. Department of Education's Office of Special Education and Rehabilitative Services and the Texas Education Agency will be conducting listening sessions in Texas during the week of December 12.



TCDD Seeks Grant and Contract Compliance Specialist

TCDD is accepting applications for its Grant and Contract Compliance Specialist position until January 17, 2017. The specialist monitors and provides technical assistance for TCDD grants and contracts.



Present at NACDD's Annual Conference in Utah

TCDD encourages organizations to submit proposals and share best practices with other states at the 2017 NACDD Annual Conference in Salt Lake City, Utah. The deadline to submit a proposal is January 31.



TxDOT to Host Additional Transportation Workshops

TxDOT will continue to conduct its series of regional workshops to get input from local stakeholders regarding how to improve transportation for people with disabilities and older adults in rural areas.